



Laundry Care in Chile

February 2024

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Laundry Care in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers use smaller amount of product per wash in attempt to save money
Unpackaged laundry care is gaining popularity as consumers' environmental consciousness continues to grow
Unilever dominates but local brands play a vital role in the traditional channel

PROSPECTS AND OPPORTUNITIES

Players will continue to invest in the circular economy
Powder detergents will be increasingly replaced by modern liquid formats
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DISCLAIMER

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